

DigistARTS Survey Findings

May 2019

In collaboration with



Between Feb 12 and Mar 29th we collected data to assess the digital literacy levels of BC arts and culture workers

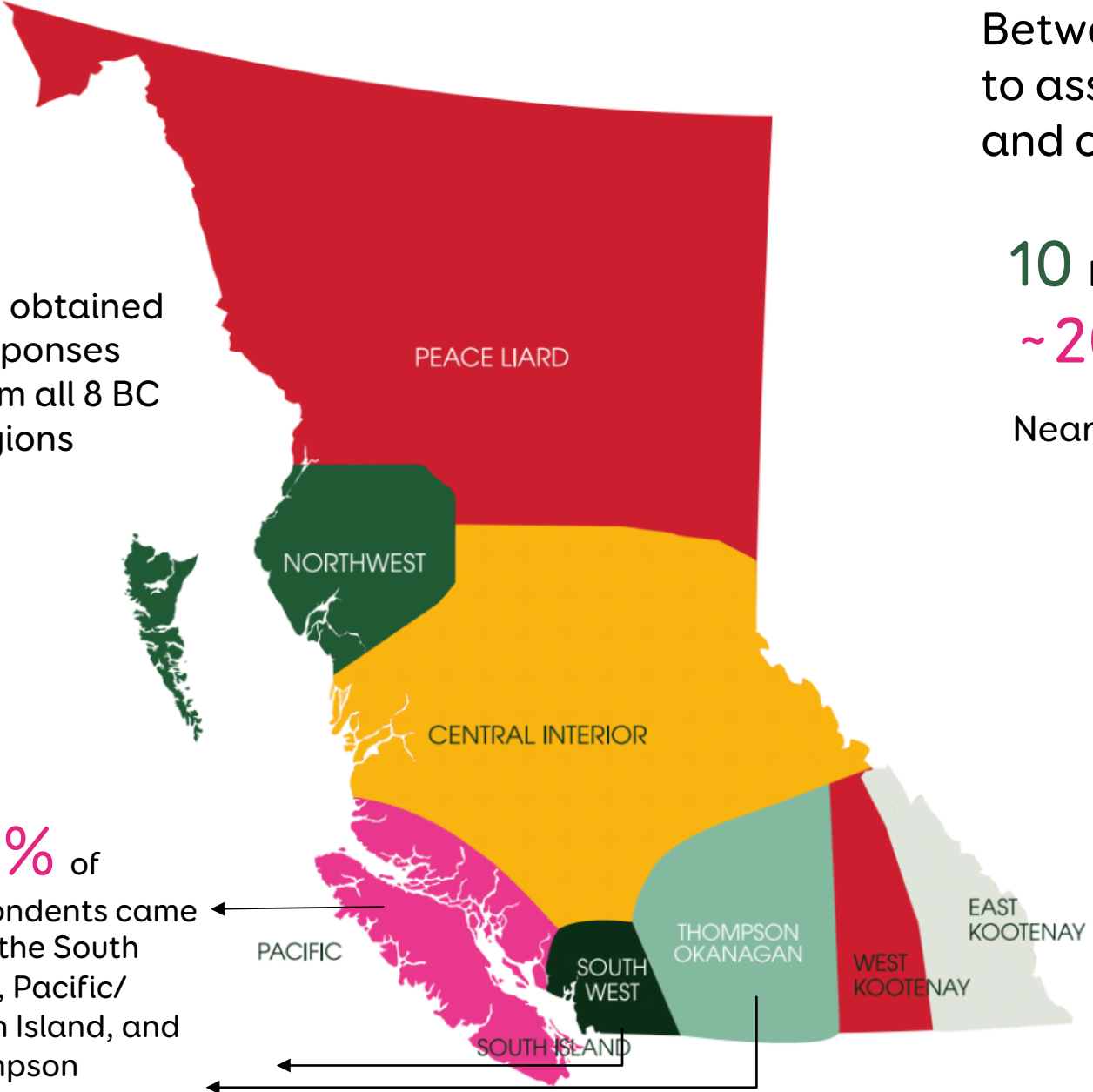
10 Interviews

~200 useful online survey responses

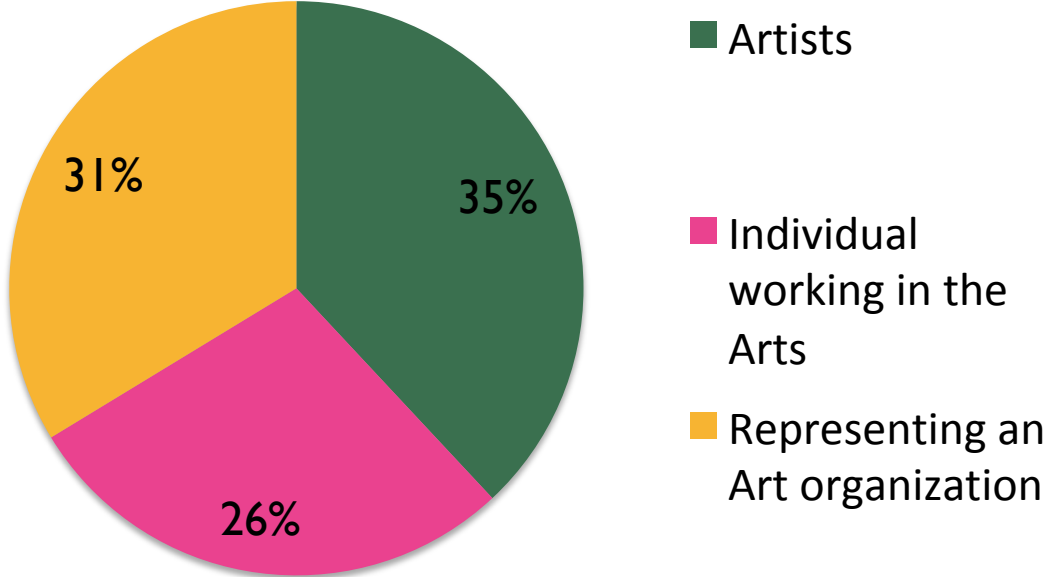
Nearly 50% of the respondents were 55+ years of age

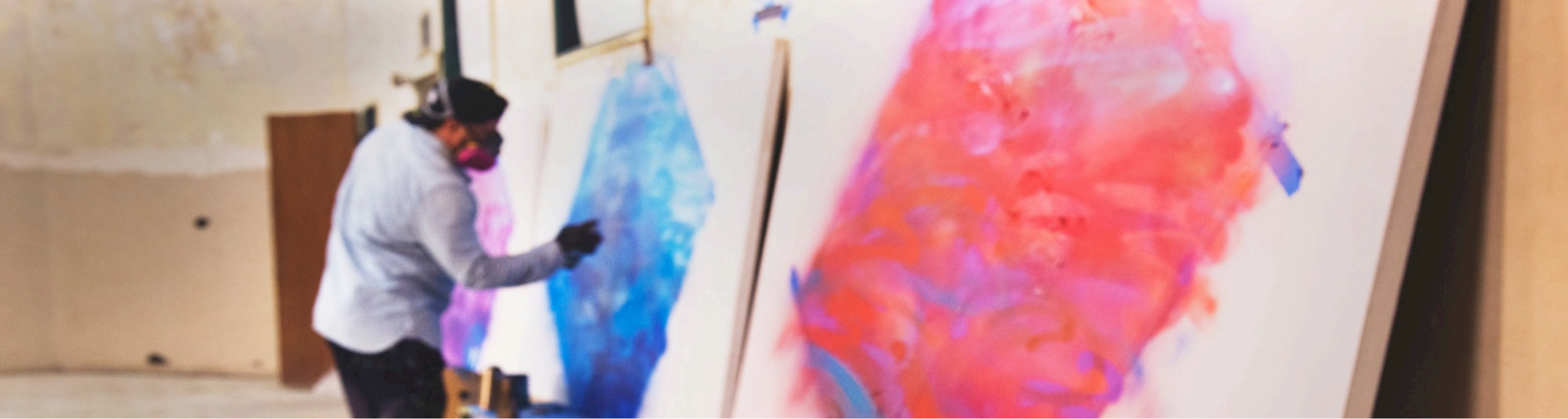
We obtained responses from all 8 BC regions

80% of respondents came from the South West, Pacific/South Island, and Thompson Okanagan Regions



Role breakdown





Individual Artists



Individual Artists - Who are they?

Basic Demographics:

55% are engaged in creation/ production of art or cultural experiences

14% from art services (e.g. administration and finances)

65% have **10+ years of experience** in working the arts in BC

80% were **female**

By Discipline:

55% are in the Visual and Applied Arts sector followed by

14% in Music



Arts BC DigistARTS

They self identify as:

12% LGBTQ2+

10% a visible **minority**

7% a member of an **Indigenous** community

7% a person with **disability**

What we found

Regarding digital skills, **46%** of Artists use digital tools for collaboration with other individuals or Organizations



Artists expressed **most confidence** in:

- Efficiently finding information online
- Keeping up-to-date with information from authoritative people or Organizations



Least confident in:

- Using digital tools for artistic creation
- Collecting and analyzing data to understand audiences
- Creating audience specific content



Would **like to do more of**:

- Education activities aimed at a wider audience (44%)
- Networking (47%)
- Marketing, communications and promotions (45%)
- Research, monitoring and evaluation (37%)

What we found



Most significant barriers to digital innovation & uptake for Artists are:

- Lack of awareness of capacity building resources (18%)
- Lack of funding (16%)
- Lack of digital skills/knowledge (16%)



Preferred Training opportunities identified by Artists include:

- One on one mentorship (19%)
- Online training course over several weeks (17%)
- One-off face to face workshop (17%)



Organizations

Organizations - Who are they?

Basic Demographics:

65% respondents held the position of **director** or an **executive level** position
75% came from the South West, Pacific/South Island, and Thompson Okanagan Regions.

By Discipline:

35% Arts Service Organization
17% in Theatre
15% Visual and Applied Arts



To improve inclusion, they indicated having programming targeting:

30% a member of an **Indigenous community**
20% **LGBTQ2+**
21% a visible **minority**
21% a person with **disability**

By types of Organization:

31% Dissemination Organization
(e.g. sharing and presenting art or cultural experiences)
23% Arts Service Organization
19% Creation/ Production Organization

What we found

Organizations use digital tools to:

1 Communicate

~90% of respondents communicate with:

- social media (31%),
- website (31%)
- email marketing/ newsletter (29%)

27% of Organizations use social media platforms and apps to disseminate information

52% of Organizations use a communication/ telepresence software to collaborate with other individuals or Organizations

2 Collect Data

For research, monitoring and evaluations used in:

- grant applications (19%)
- informing programming (18%)

3 Create and Produce

- Social media platforms (25%)
- Website creation tools (23%)
- Text tools (21%)

Only 19% of Organizations are using digital tools for collaboration with other individuals or Organizations when creating content

4 Develop & engage new audiences

- Direct traffic from social media account(s) (25%)
- Direct traffic from email newsletter (22%)
- Direct traffic from website (20%)
- Facebook Adboost (20%)

What we found

81% of Organizations DO NOT have a digital strategy

In terms of capacity:



Organizations were **most comfortable** in:

- Using digital tools for designing and maintaining a website and digital communications

Least capacity used in:

- Using digital tools to create or enhance artistic creation
- Collaborating with other Arts Organizations

Would **like to do more** of:

- Using digital tools for education activities aimed at a wider audience (45%)
- Training and professional development (43%)

What we found



Most significant barriers for

Organizations are:

- Lack of staff time to take on digital initiatives (27%)
- Lack of available funding (21%)

Preferred Training opportunities

identified by Organizations include:

- Online training courses over several weeks (20%)
- One-off face to face workshops (19%)

47% of Organizations indicated everyone should attend training programs in digital literacy

Key takeaway from interviews

Readiness

- Most Organizations are **not ready for a comprehensive digital strategy**, but they are **ready to learn about different digital tools** and how they can help with planning.
- **Current digital capacity varies** with some Organizations ready to move beyond 'digital 101' lessons, while others are still unsure of the value of digital to begin with.



Internal & External Obstacles

- Most Organizations struggle with getting **board-level buy-in** for the importance of digital.
- **Connectivity** is a barrier for many Arts Organizations, especially in **rural areas**, and some urban Arts Organizations struggle with making the case for the worth of high-speed internet.
- For many arts councils, their **members are not digitally** inclined, making it difficult to justify investing time or money in digital innovation.

Key takeaway from interviews

Education & Awareness

- Majority of Organizations cite a lack of funding while remaining largely **unaware of free tools** (many of which can save time and free up staff capacity).
- Even where Arts Organizations are utilizing digital tools, many workers **don't know why (or if) they are doing a good job** - they just do it "because my predecessor did."
- Keen to learn what **other Organizations are doing first (i.e., best practice)**, which will help develop a more common understanding of opportunities for collaboration with other arts orgs (or outside the sector).





Appendix

Figure 1: Digital Skill Confidence (Individuals)

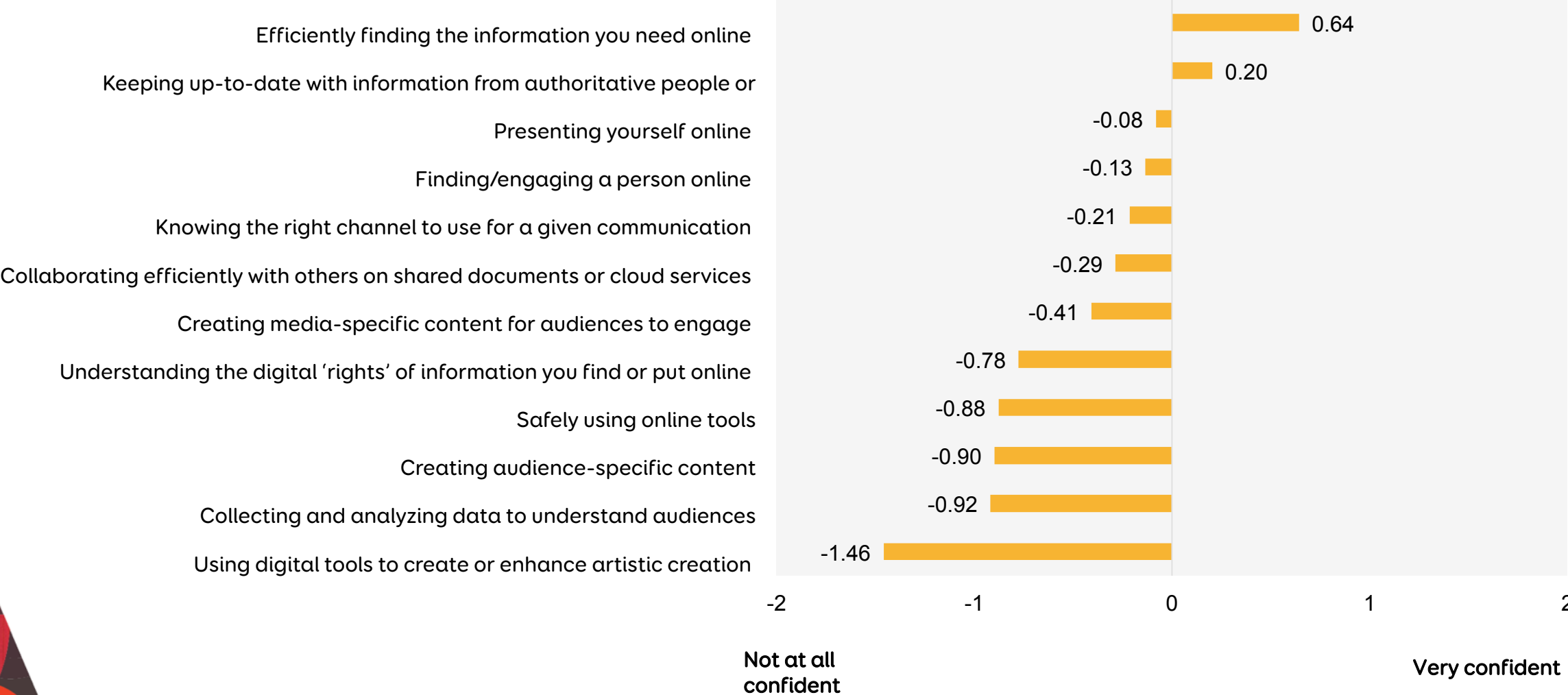
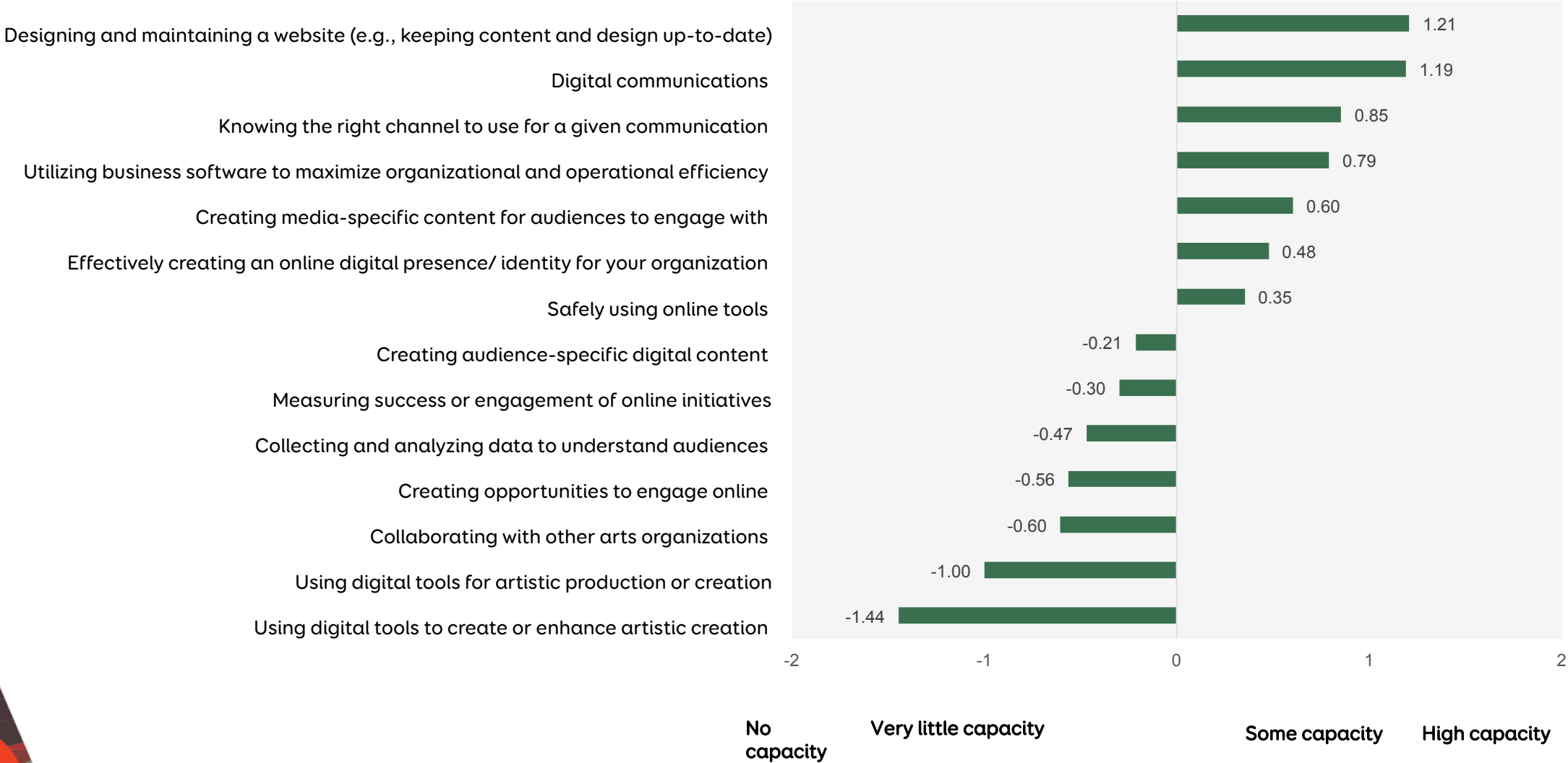
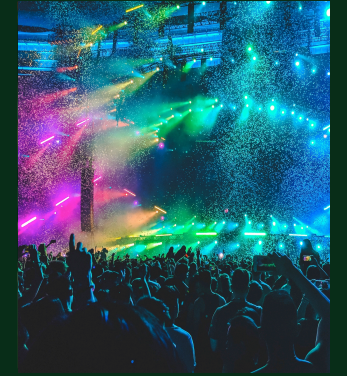


Figure 2: Digital Skill Capacity (Organizations)



Thank you!



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1979

1980

1990

2000

2010

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